

ABSTRACT

Spotify is one of the music streaming services present in Indonesia. Looking at the existing phenomenon, this service becomes one of the potential markets that are present in Indonesia. This study uses quantitative methods and uses a number of variables, namely variables informativeness, entertainment, irritaion, source credibility, and consumer intention to use.

The purpose of this research is to know the implementation of viral marketing on Spotify music streaming service, to know consumer interest to use Spotify music streaming and to know the influence of Spotify's viral marketing strategy to consumer interest to use Spotify music streaming service to its users.

Data collection conducted to Spotify users in Indonesia as many as 455 respondents. Data collection is done by distributing questionnaires online. This study uses Likert scale with 18 items of question.

The results of this study show that viral marketing strategy influences the interest of using Spotify music streaming service, as well as the variables that influence interest in using Spotify music streaming is entertainment, irritation, and source credibility.

This research is expected to be useful for Spotify in Indonesia in order to increase consumer interest in using Spotify music streaming.

Keywords: intention, consumer, Spotify, viral marketing